



**FACTORS THAT INFLUENCE CONSUMER BEHAVIOR
TOWARDS TELECOMMUNICATION OPERATORS:
A CASE STUDY AT DiGi SHAH ALAM**

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FACULTY OF BUSINESS MANAGEMENT
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JUNE 2015

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**Submitted in Partial Fullfilment of the
Requirement for the
Bachelor of Business Administration with Honours (International Business)**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
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DECLARATION OF ORIGINAL WORK



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“DECLARATION OF ORIGINAL WORK”**

I, Siti Fadilah binti Mohd Rusli, (I/C Number: 920929-05-5388)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature:_____

Date:_____

LETTER OF TRANSMITTAL

30 JUN 2015

MR. MOHD ZAILANI BIN OTHMAN

Management Lecturer

Faculty of Business Management

Universiti Teknologi MARA

No. 110, Off Jalan Hang Tuah

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Dear Sir,

SUBMISSION OF FINAL REPORT

Enclosed herewith is a thesis entitled “**FACTORS THAT INFLUENCE CONSUMER BEHAVIOR TOWARDS TELECOMMUNICATION OPERATORS: A CASE STUDY AT DiGi SHAH ALAM**”. I hope this thesis will met the requirement and expectation from you and the faculty. Thank you very much for all your guidance and supports you have generously rendered upon the completion of this thesis.

Yours sincerely,

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Bachelor of Business Administration (Hons) International Business

ABSTRACT

Mobile number portability is now a crucial issue for mobile services providers. Today, the most challenging job for the present day is that to retain existing mobile customers. The mobile operator's ability to maintain its customer has a direct impact on its profitability and effectiveness. Losing a customer will affect the mobile operators in terms of cost. Assuming that services quality, prices, promotions and social are the factors that influence consumer behavior towards the telecommunication operators in DiGi. Regards to the research, it will identify the most relevant factor that affecting consumer behavior. Then the most relevant factor will be determined as essential factor that can create customer base towards the telecommunication operators in DiGi at Shah Alam.

In order to collect the data, it is assuming by distributing 100 questionnaires to every individual that using DiGi as their telecommunication operator services in Shah Alam. Furthermore, the study is conducting to enhance knowledge about the factors that influence the consumer behavior. A descriptive study will be done in Shah Alam.

Keywords: Consumer behavior, Telecommunication operators, Service Quality, Price, Promotions and Social Factor.